

ARCHIE
SERIES

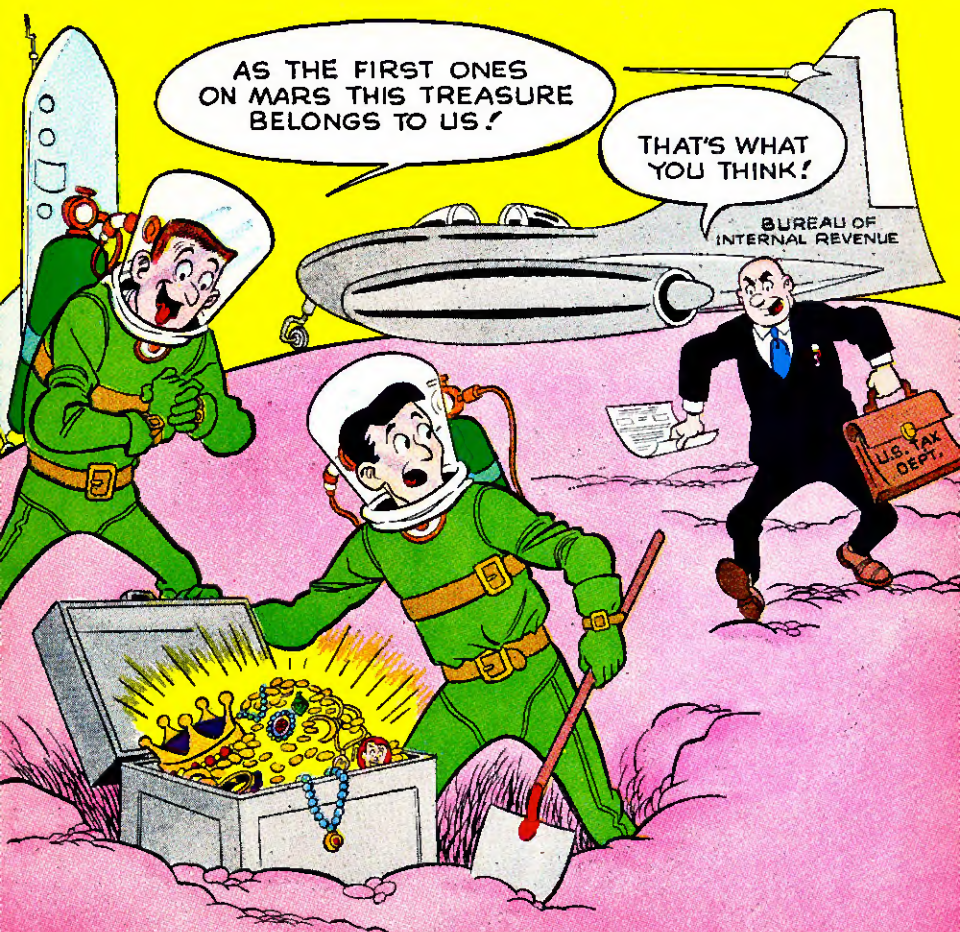
FEB.
1964

Archie's

12¢



MAD HOUSE



ARE TV
COMMERCIALS
GETTING YOU
DOWN?

BUY BUY BUY
BUY BUY BUY



TABLE OF CON-FUSION

Featuring

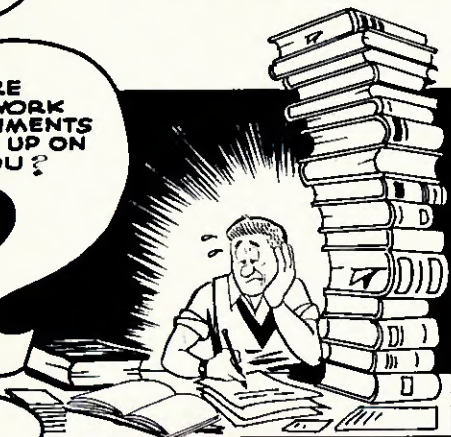
**ALICE, THE
ASTRONAUGHTY
SPACE GIRL**

**MAD HOUSE
SPORTS SECTION**

**OSWALD
OF ARABIA**

**TEEN-AGE
SECTION**

ARE
HOMEWORK
ASSIGNMENTS
PILING UP ON
YOU?



THEN FOR SPEEDY RELIEF YOU NEED ...

Mad House

...THE MAGAZINE
THAT WILL TAKE
YOU AWAY FROM
YOUR PROBLEMS
--FOR GOOD!!!



ONLY MAD HOUSE
GIVES YOU TOP
QUALITY TRASH!



WE USE THE FINEST
GRADE OF IDIOT
CARTOONISTS THAT
CAN BE OBTAINED
WITH TRADING
STAMPS!

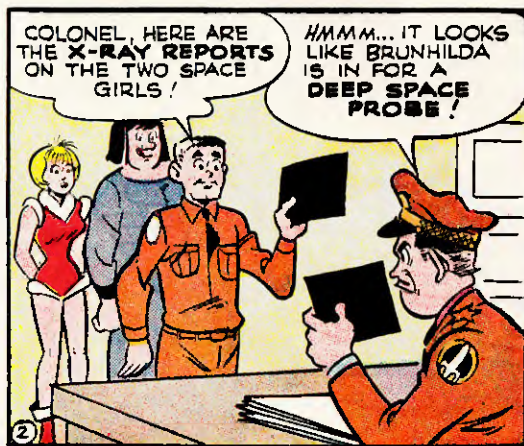
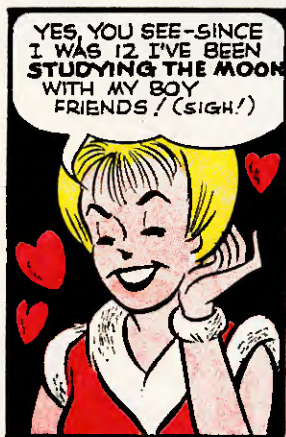
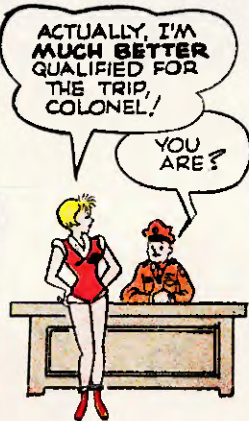
OUR STORY DEALS WITH A FEMALE ASTRONAUT WHO WAS
MORE CONCERNED WITH **SUEDE BELTS** THAN WITH
RADIATION BELTS...

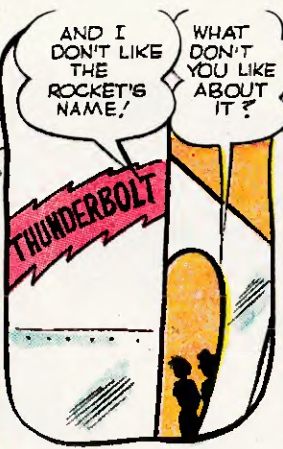
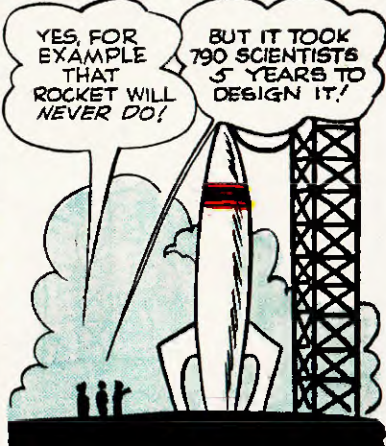
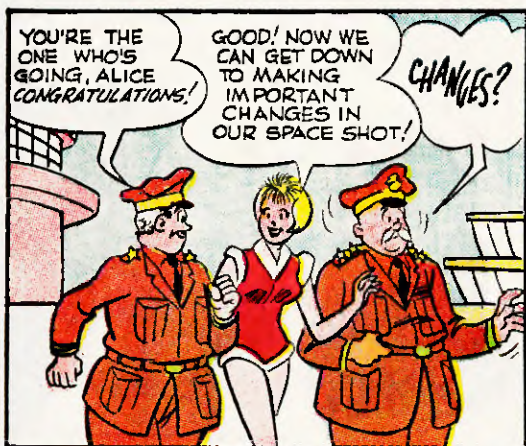
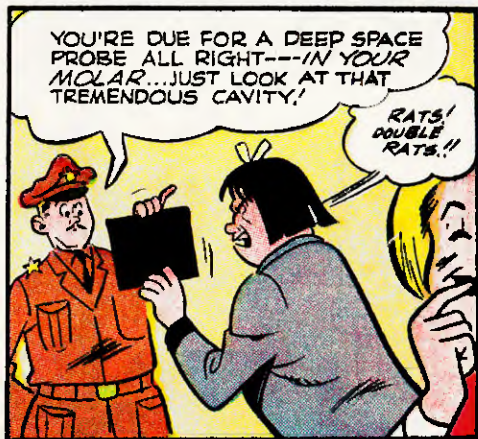
ALICE

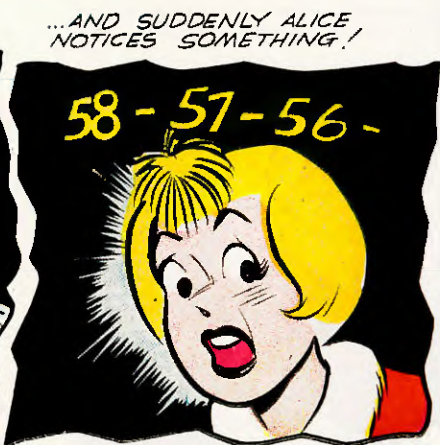
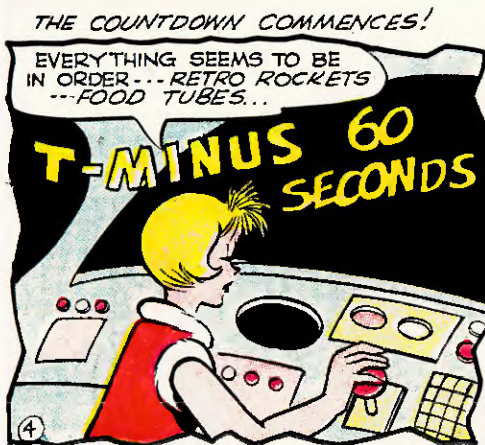
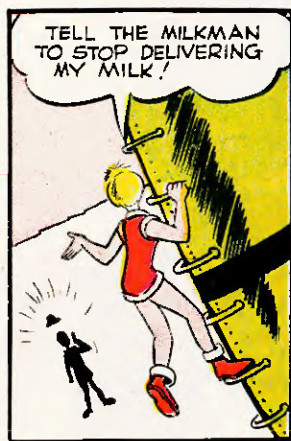
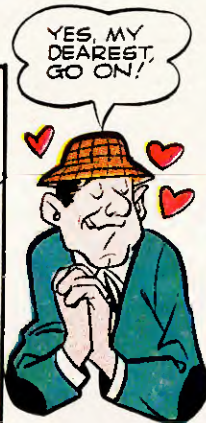
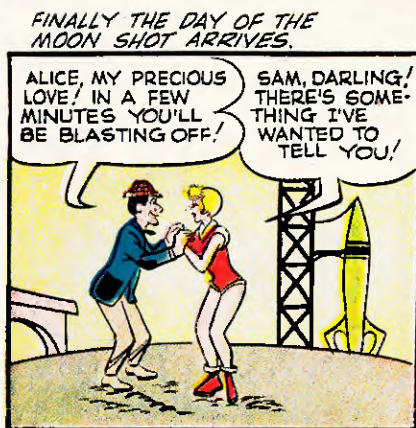
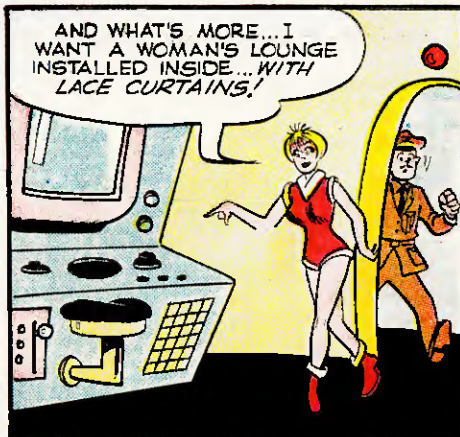
THE ASTRONAUGHTY SPACE GIRL

WEIGHTLESSNESS SURE
CREATES SOME **WEIGHTY**
PROBLEMS FOR A SPACE
GIRL!





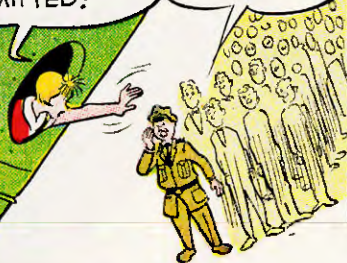




51-50 49 48

STOP THE COUNTDOWN AT ONCE! THERE'S BEEN A SERIOUS ACT OF SABOTAGE COMMITTED!

THE COUNTDOWN CAN'T BE STOPPED!



44 43 42 41

THERE SHE IS - BRUNHILDA! SHE'S THE ONE RESPONSIBLE! STOP HER!

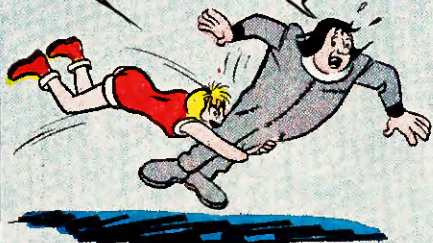
HEH! HEH! YOU'LL NEVER CATCH ME!



35...34...33...32...

GOTCHA!

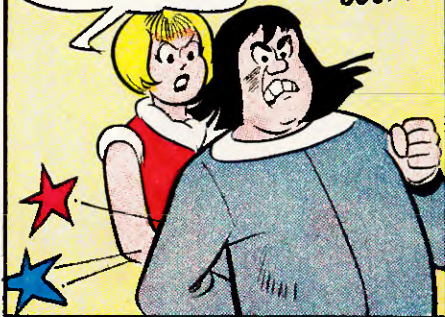
CURSES! DOUBLE CURSES!



25...26...27...28...

ALL RIGHT, WHERE IS IT? WHAT DID YOU DO WITH IT?

OUCH!

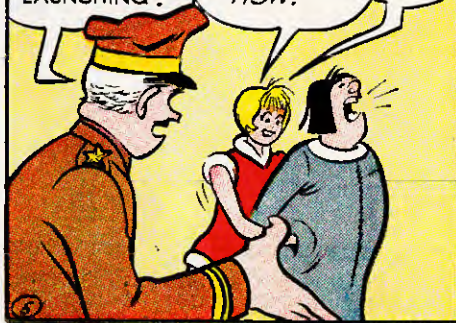


20 19 18 17

HOW DID SHE SABOTAGE THE LAUNCHING?

SHE SWIPED MY MAKE-UP KIT, THAT'S HOW!

HERE IT IS...



15 14 13 12

HA! BUT I RUINED YOUR LAUNCHING!

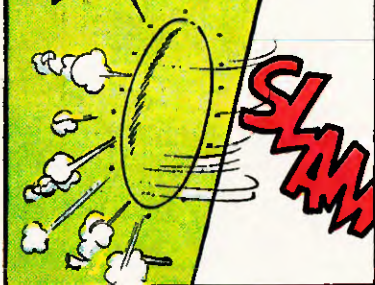
THAT'S WHAT YOU THINK!



10-9-8-7-6-5-4-3



2-1

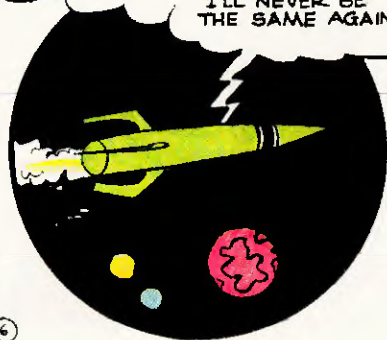


CANDELABRA TO LAUNCHING PAD!
I JUST DID MAKE IT BACK IN TIME!
EVERYTHING IS A-OK!!

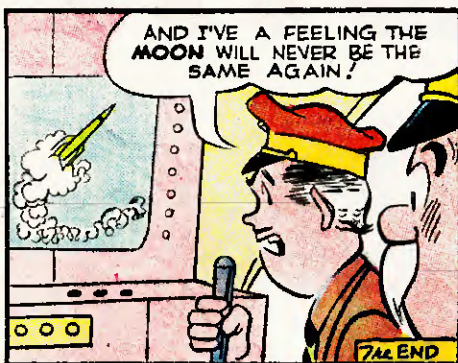


...IMAGINE! I'LL SOON
BE THE **FIRST GIRL**
ON THE MOON!

I'VE A FEELING
I'LL NEVER BE
THE SAME AGAIN!



AND I'VE A FEELING THE
MOON WILL NEVER BE THE
SAME AGAIN!



7ae END

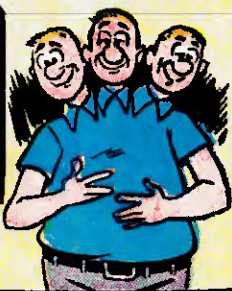
★ MORE ASTROMANTIC ADVENTURES OF
ALICE THE ASTRONAUGHTY SPACE GIRL
TO FOLLOW!



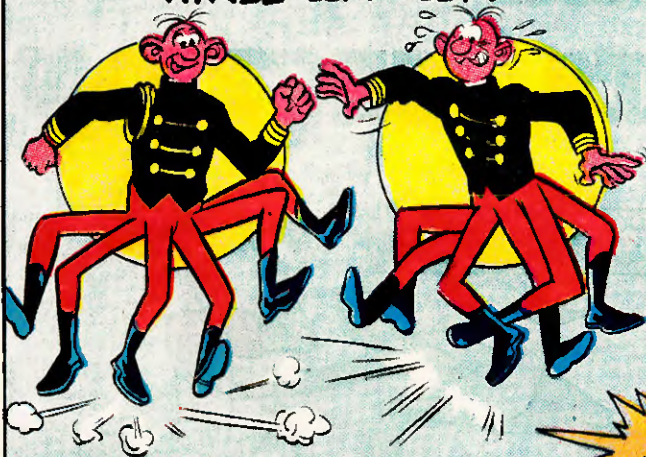
BAY "R"—THE ASPIRIN THAT WORKS 9 WAYS!

WHEN A HEADACHE STRIKES A MARTIAN MAN, IS HE IN TROUBLE

BY USING BAY "R" ASPIRIN HE GETS A *BIG* BARGAIN...HE GETS TO TRADE 3 BIG HEADACHES FOR JUST ONE ITTY-BITTY UPSET STOMACH!!



SATURNIANS, DO YOU DANCE LIKE YOU'VE GOT TWO LEFT FEET? THAT'S TERRIBLE! ACTUALLY, YOU SHOULD DANCE LIKE YOU'VE GOT THREE LEFT FEET!



SPACE TWIST
CHA CHA

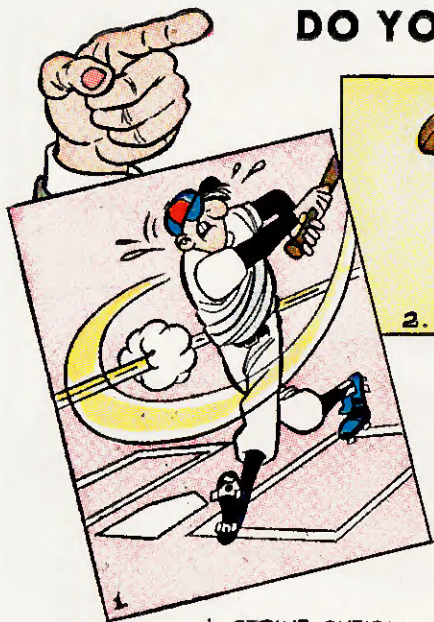


IF YOU CAN DANCE...WE'LL TEACH YOU HOW TO TALK!

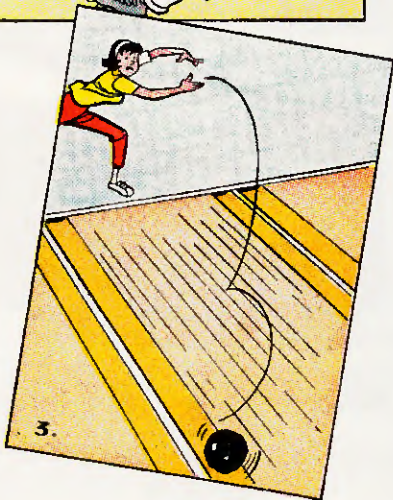
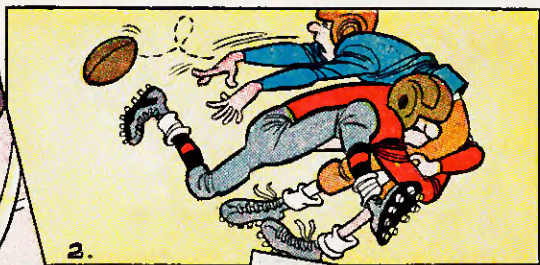
FREE MEDICAL COVERAGE WITH ALL OUR *Twist* LESSONS!

**FRED
ASTEROID
SPACE DANCE SCHOOL**

DO YOU SUFFER FROM



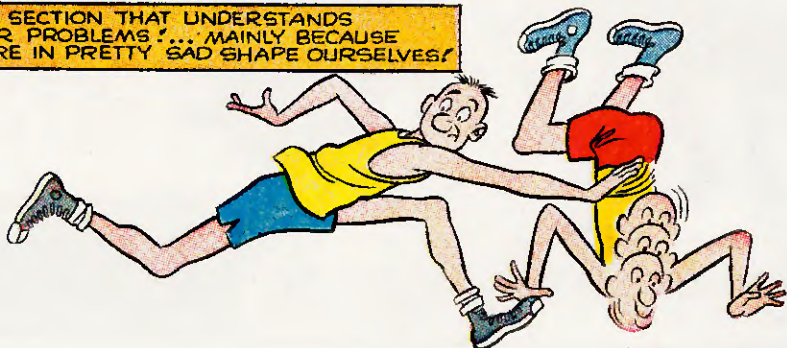
- 1.. STRIKE-OUTISM
2.. FUMBLEITIS
3.. GUTTERBALLOSIS



**THEN WELCOME TO
THE MAD HOUSE**

SPORTS SECTION

THE SECTION THAT UNDERSTANDS
YOUR PROBLEMS'... MAINLY BECAUSE
WE'RE IN PRETTY SAD SHAPE OURSELVES!

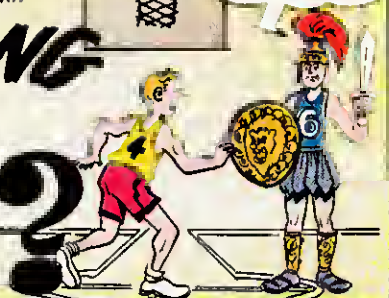


INSTEAD OF MINDING OUR OWN BUSINESS
AND FINDING OUT WHAT'S WRONG WITH
MAD HOUSE MAGAZINE, WE'RE PUTTING
ALL OUR NOSEY ENERGY INTO FINDING OUT...

WHAT'S WRONG WITH BASKETBALL?

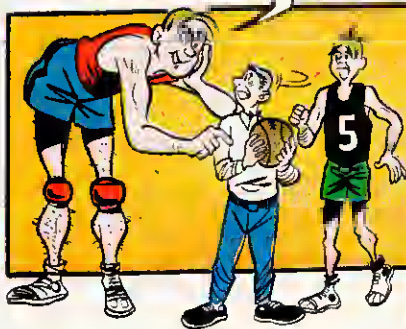


THE COACH
TOLD ME TO
PLAY GUARD!



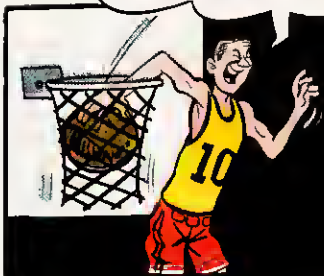
COMPLAINT... TALL MEN HAVE TOO
MUCH OF AN ADVANTAGE —

THROW THE TAP-OFF
A LITTLE HIGHER, REF!
I HATE BENDING DOWN!



COMPLAINT... THERE'S TOO MUCH
BASKET-STUFFING BY TALL PLAYERS

THEY CALL ME
"DEAD-EYE" BECAUSE
I NEVER MISS!



SOLUTION... SMALL TEAMS SHOULD BE
GIVEN SPECIAL CONSIDERATION!

HOW'S THE AIR DOWN
THERE, SHORTY?



SOLUTION... RING THE HOOP WITH
SHARP NAILS!

YEOW!

LOOKS LIKE HE'S
REALLY **STUCK** ON
BASKETBALL!



COMPLAINT...THERE'S TOO MUCH UNNECESSARY WHISTLE BLOWING BY OFFICIALS —

WHISTLE BLOWING FOR A HACKING FOUL



WHISTLE BLOWING FOR A CHARGING FOUL



SOLUTION...GIVE THEM SOMETHING THEY CAN REALLY BLOW THEIR WHISTLE ABOUT.



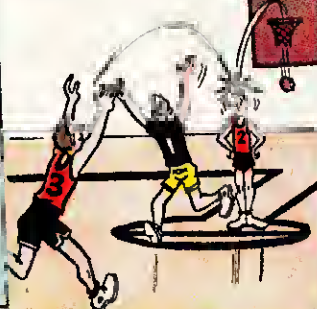
COMPLAINT...THERE'S TOO MUCH SHOOTING FOR BASKETS!

SOLUTION...THERE SHOULD BE MORE EMPHASIS ON THE FINE ART OF PASSING!

BOUNCE PASSING



OVERHAND PASSING



BUCK PASSING



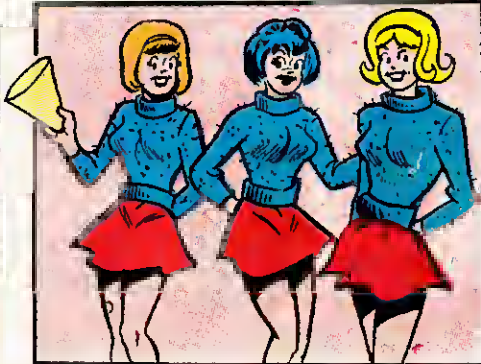
COMPLAINT... SCORES ARE TOO HIGH!!

SOLUTION...THERE SHOULD BE MORE FREEZING OF THE BALL!!

REF, THEY'VE HAD THE BALL IN THE REFRIGERATOR FOR FIVE MINUTES NOW!



THERE'S ONLY ONE THING ABOUT BASKETBALL THAT DOESN'T NEED ANY IMPROVEMENT...**YOU GUESSED IT!!! —THE CHEERLEADING SECTION!**



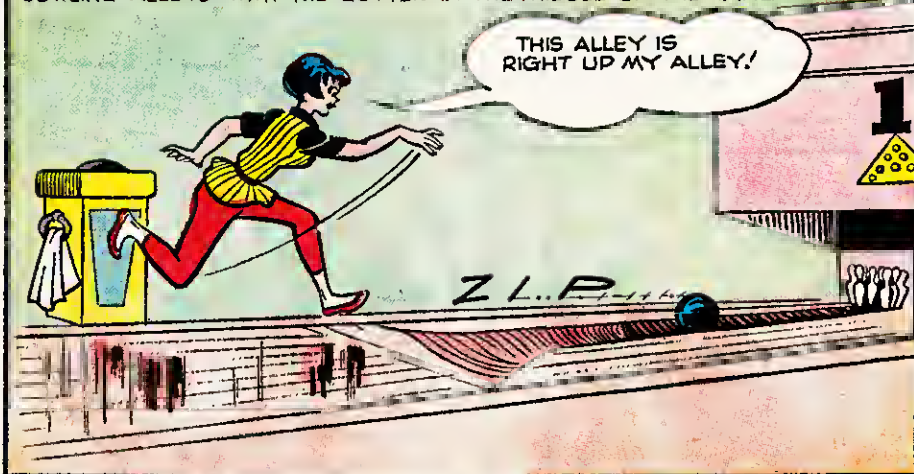


YOU, TOO, CAN SWITCH FROM BEING A
SPORTS CHUMP TO A SPORTS CHAMP,
JUST BY USING OUR



MAD HOUSE SPORTS EQUIPMENT

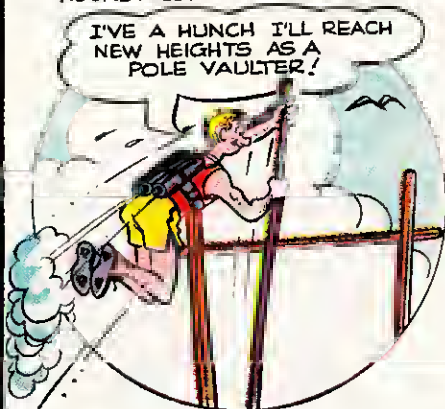
BOWLING ALLEYS WITH THE GUTTER IN THE MIDDLE OF THE LANE



STEEPLECHASE RACES WITH BRIDGES
OVER THE HURDLES



ROCKET BELTS FOR POLE VAULTERS.



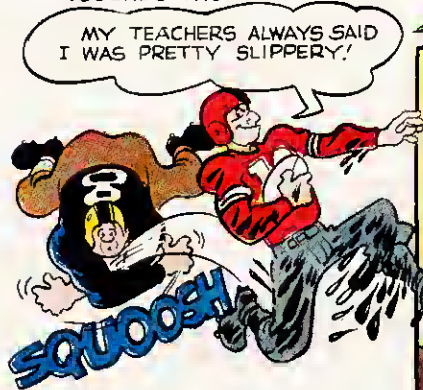
GOLF RANGES WITH MAGNETIC CUPS



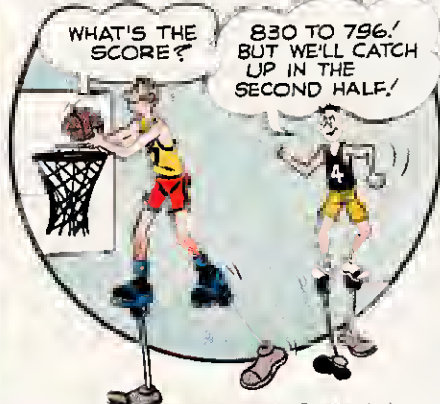
BIGGER THAN BARN SIZE TARGETS FOR ARCHERS WHO CAN'T HIT THE SIDE OF A BARN.



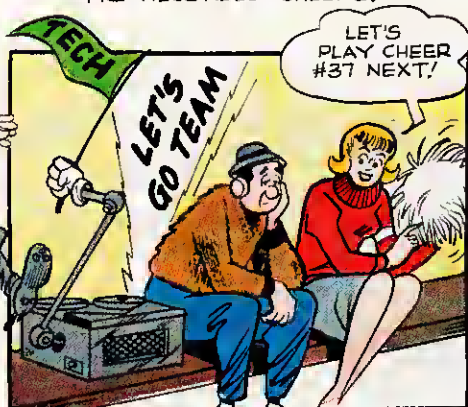
GREASED-COATED FOOTBALL UNIFORMS FOR GUARANTEED TOUCHDOWNS.



BASKETBALL EQUIPMENT THAT WILL MAKE EVERYONE A WILT CHAMBERLAIN.



...AND EVEN SPECTATORS WILL BE ABLE TO EXCEL WITH PRE-RECORDED CHEERS!

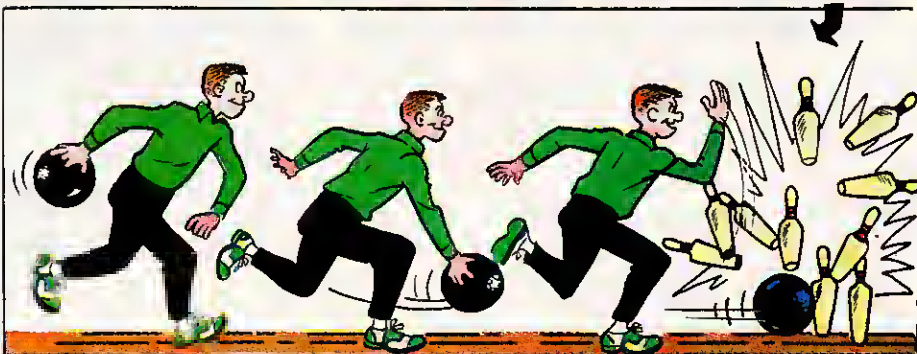


IF YOU'D LIKE TO IMPROVE YOUR BOWLING
THEN WHATEVER YOU DO **DON'T** FOLLOW THESE ...

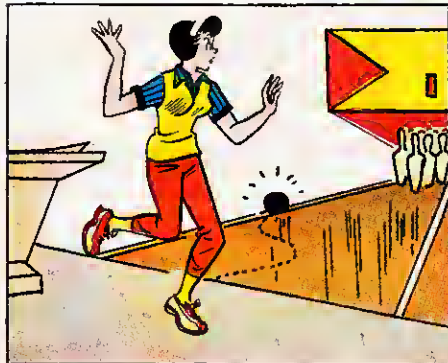
MAD HOUSE BOWLING TIPS



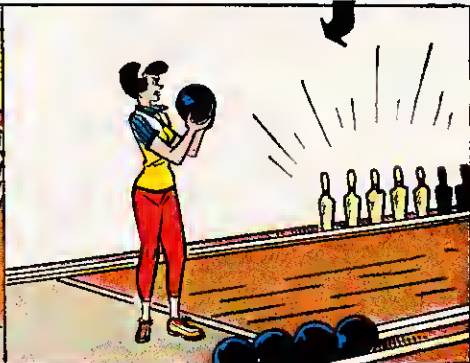
THE SECRET OF SUCCESSFUL BOWLING IS TO LET GO OF THE BALL AT THE RIGHT TIME !!



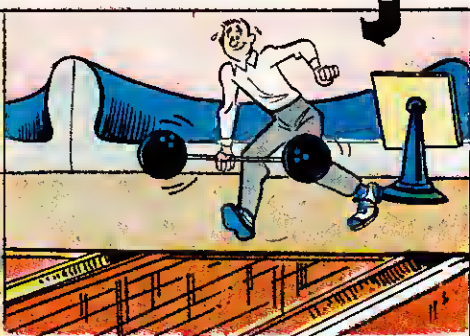
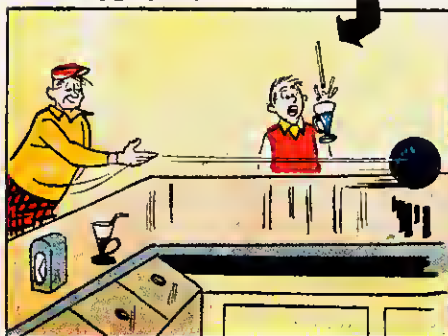
IF YOU THROW NOTHING BUT GUTTER BALLS...TAKE ADVANTAGE OF THIS FACT!



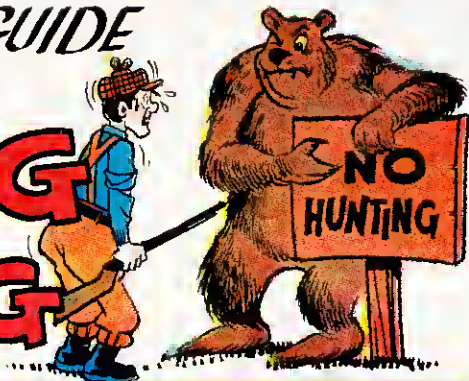
GET AS MUCH PRACTICE
WHEREVER AND WHENEVER
YOU CAN!



...IF YOU STILL BOWL BADLY, MAYBE YOU
NEED A SPECIAL BALL TO SUIT YOUR
INDIVIDUAL STYLE!



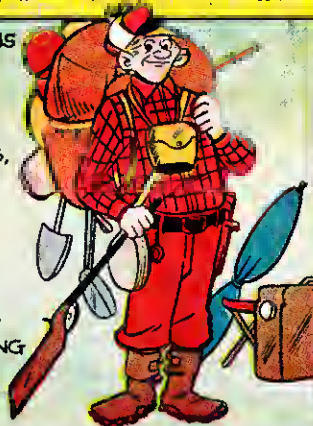
MAD HOUSE GUIDE TO CAMPING AND HUNTING



EVERY CAMPER SHOULD HAVE THE PROPER EQUIPMENT FOR CAMPING..

...EVERY CAMPER SHOULD ALSO HAVE A BIG YARD IN BACK OF THE HOUSE!

ARMY SURPLUS
BLANKETS,
CLOTHING,
TENT,
FLASHLIGHT,
COMPASS,
BINOCULARS,
SHOVEL,
RIFLE,
KNIFE,
MESS KIT,
AND AN
ARMY SURPLUS
TANK
TO CARRY
EVERYTHING
IN!

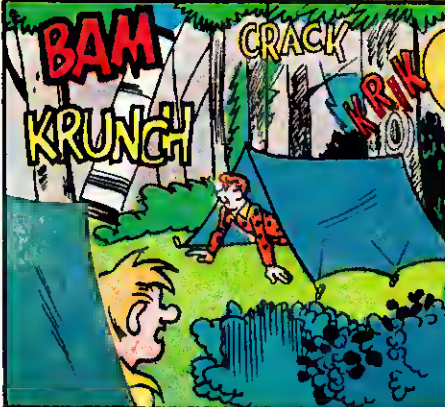


...BECAUSE AFTER BUYING ALL THE EQUIPMENT HE MAY NOT BE ABLE TO AFFORD TO CAMP ANYWHERE ELSE!

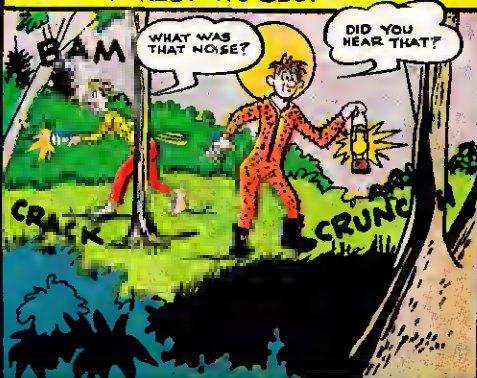


AT NIGHT A CAMPER HEARS ALL SORTS OF STRANGE FOREST NOISES!

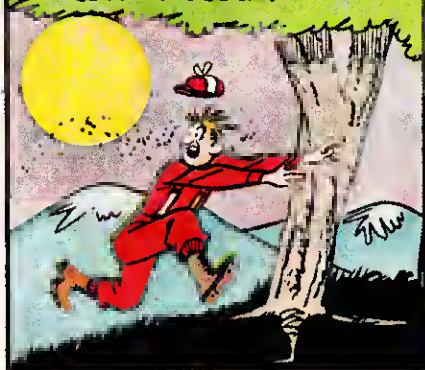
BAM
KRUNCH
CRACK
KRIK



...UPON INVESTIGATING, CAMPER DISCOVERS THAT THE NOISE IS MADE BY OTHER CAMPERS INVESTIGATING STRANGE FOREST NOISES.



CAMPERS LIKE TO BECOME **ONE** WITH NATURE... MOSQUITOES DO THEIR BEST TO OBLIGE!



CITY PEOPLE ARE SURPRISED AT HOW QUICKLY THEY DEVELOP AN **ITCH** FOR CAMPING... ESPECIALLY IF THEY CAMP IN POISON IVY!!



HUNTERS ENCOUNTER MANY HAZARDS WHILE HUNTING—**BEAR AND SNAKE HAZARDS...**



...HIGH PRICES HAZARDS...



RUN FOR YOUR LIVES!

HELP US!

... IT'S FEMALE HUNTERS!!!

...BUT THERE IS **ONE HAZARD** THAT ALL HUNTERS ARE **DEATHLY AFRAID** OF...



END

EVERY FIELD HAS ITS OWN
SUPERIOR BRAND NAME
PRODUCT...



EVERY FIELD HAS ITS OWN
INFERIOR BRAND 'X'
PRODUCT...



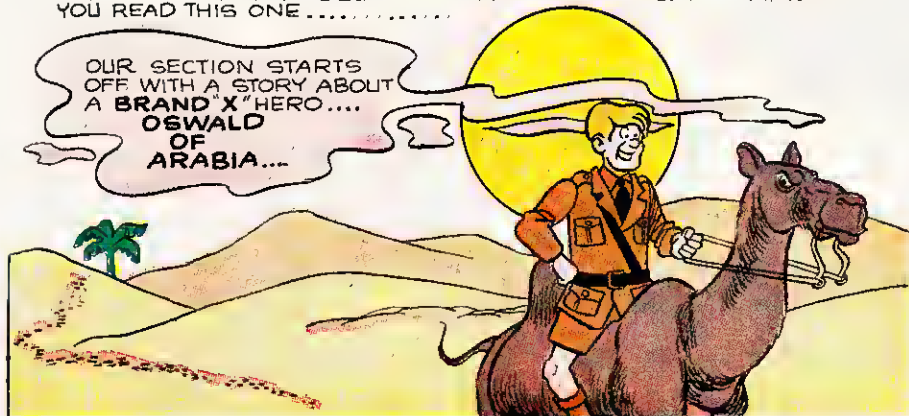
MAD HOUSE IS NO EXCEPTION !!! WE HAVE OUR
BRAND NAME SECTIONS AND (ALAS) WE ALSO HAVE
OUR BRAND "X" SECTION. ODDLY ENOUGH, OUR
BRAND "X" SECTION IS CALLED...

the

BRAND **X** SECTION

PLEASE DON'T BE TOO HARSH ON THIS SECTION. THE OTHER
SECTIONS IN MAD HOUSE WILL SEEM SO MUCH BETTER AFTER
YOU READ THIS ONE

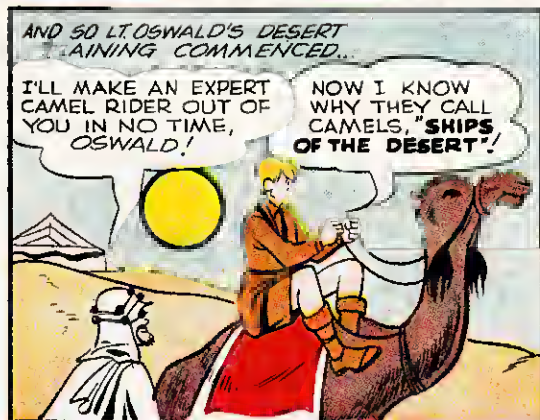
OUR SECTION STARTS
OFF WITH A STORY ABOUT
A BRAND "X" HERO....
OSWALD
OF
ARABIA....

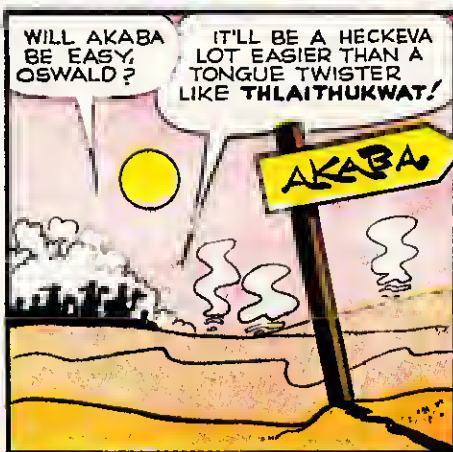
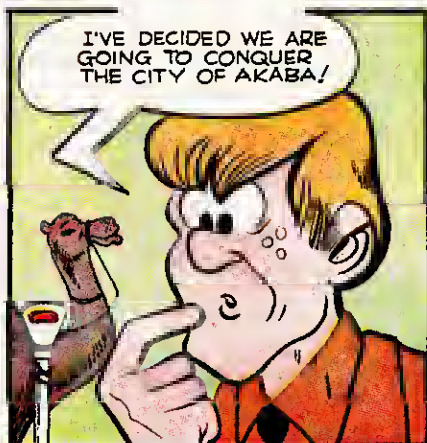
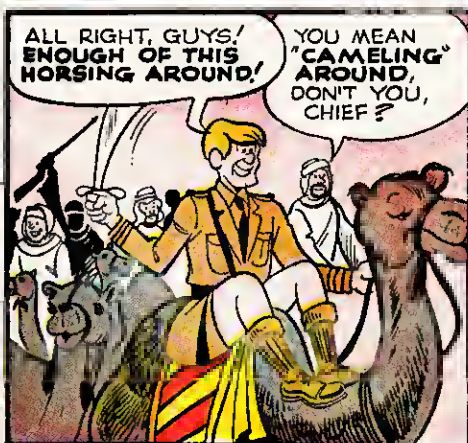
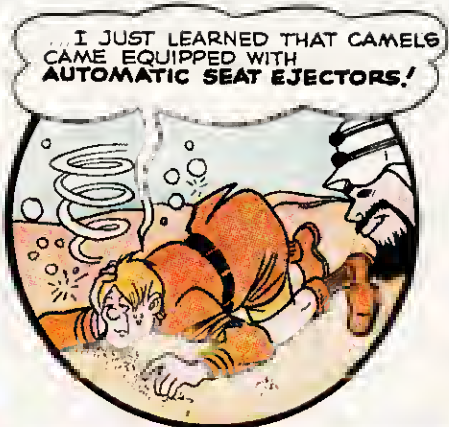


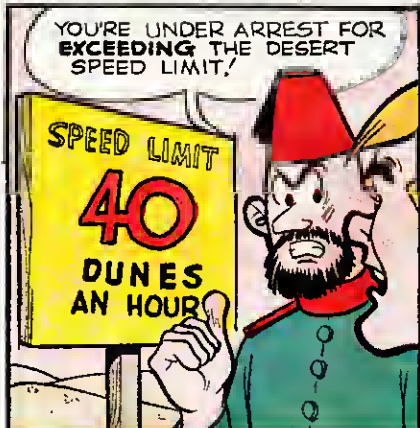
EVERYBODY KNOWS OF **LAWRENCE OF ARABIA**. BUT HOW MANY PEOPLE KNOW OF THAT OTHER DESERT HERO—**OSWALD OF ARABIA??**

OSWALD OF ARABIA!...HIS ENEMIES WISH THEY HAD NEVER HEARD OF HIM!...EVEN HIS FRIENDS WISH THEY NEVER HEARD OF HIM!...
...AND AFTER YOU READ THIS STORY YOU'LL WISH YOU NEVER HEARD OF HIM!

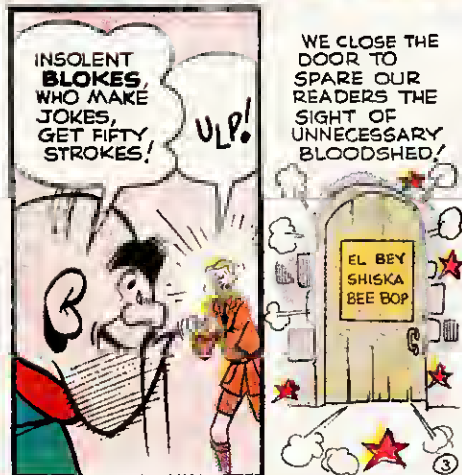
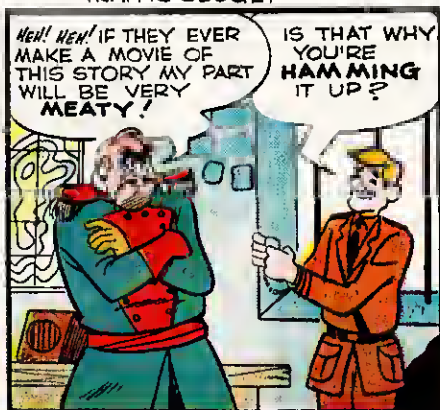
The **SANDY DANDY**

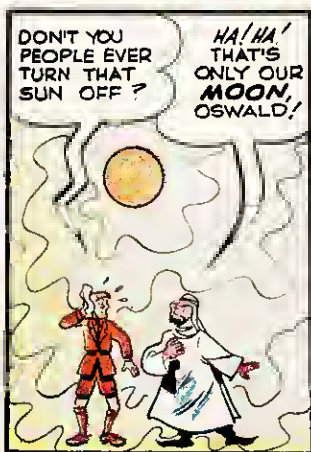
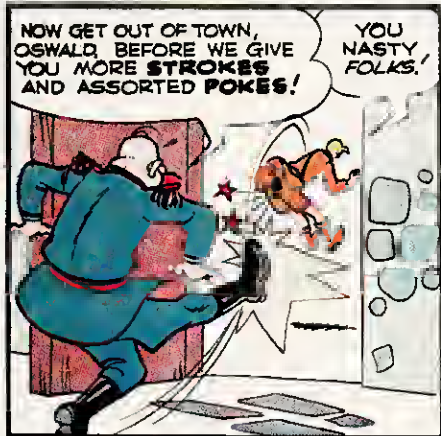


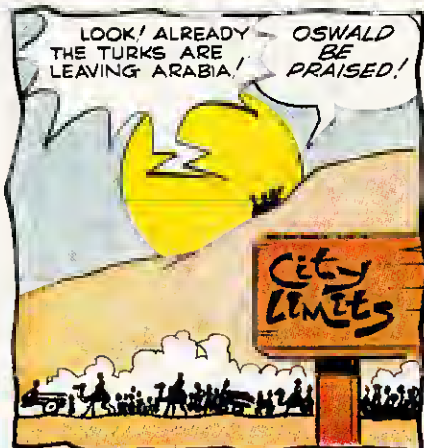


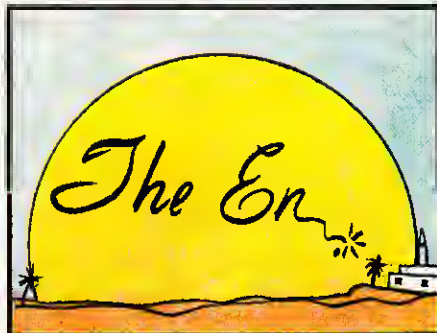
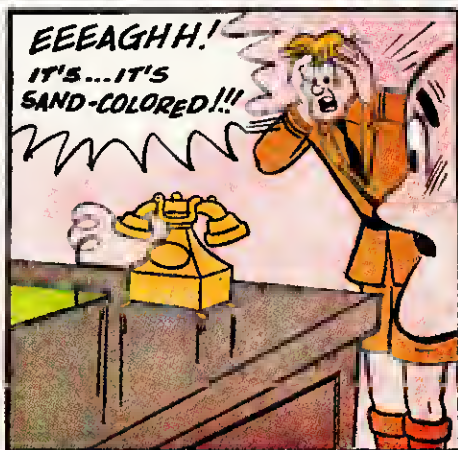
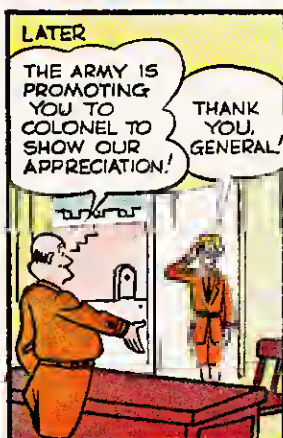


OSWALD COMES BEFORE 'SHISHKA BEE BOP' THE NOTORIOUS TURKISH TRAFFIC JUDGE.









*EDITOR'S NOTE: SORRY, BUT OUR
CARTOONIST COULDN'T QUITE FINISH
THIS SCORCHING STORY... HE'S
SUFFERING FROM SUN STROKE!



WHAT BETTER WAY IS THERE TO
ENJOY TV, THAN TO GET INTO
THE MOOD OF THE PROGRAM
YOU'RE WATCHING?

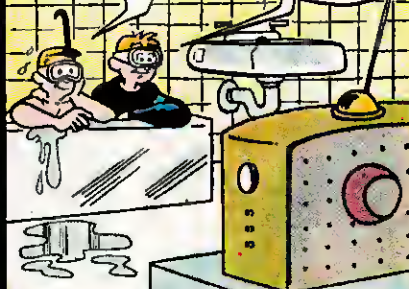
MAD HOUSE PRESENTS SOME HELPFUL HINTS ON...

MOOD TV

SEA PROGRAMS

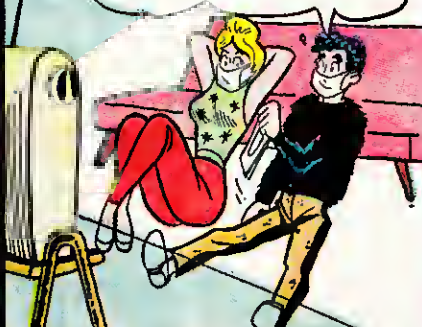
I THOUGHT THIS
WAS GOING TO BE
A CHILLING STORY!

TURN ON
MORE COLD
WATER!



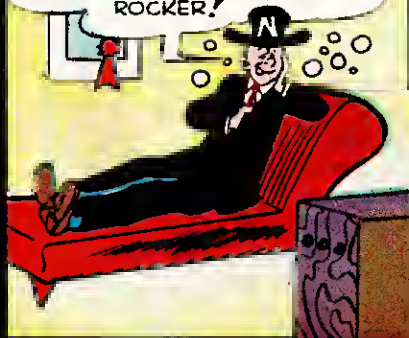
MEDICAL SHOWS

HERE IS A STERILIZED
COPY OF TV GUIDE!



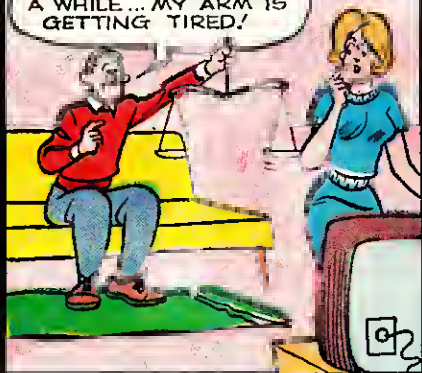
PSYCHIATRIST PROGRAMS

THIS IS THE FOURTH TIME
I'VE SEEN THIS RE-RUN! NO
WONDER I'M GOING OFF MY
ROCKER!



COURTROOM SHOWS

YOU HOLD THIS FOR
A WHILE... MY ARM IS
GETTING TIRED!

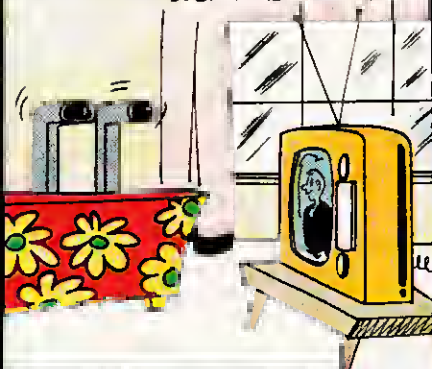


DOG SHOWS

(UGH!) THIS PROGRAM
IS **REALLY** FOR THE
DOGS!

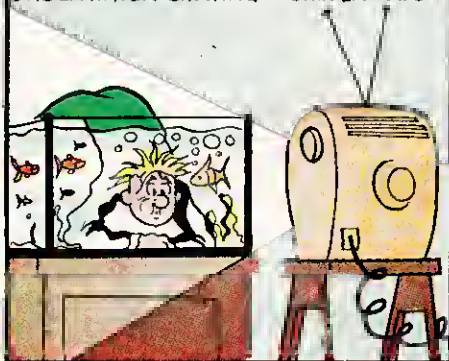


SUBMARINE SHOWS



WATCHING **TV COMMERCIALS** ALSO PRESENTS UNLIMITED
OPPORTUNITIES FOR **MOOD TV...**

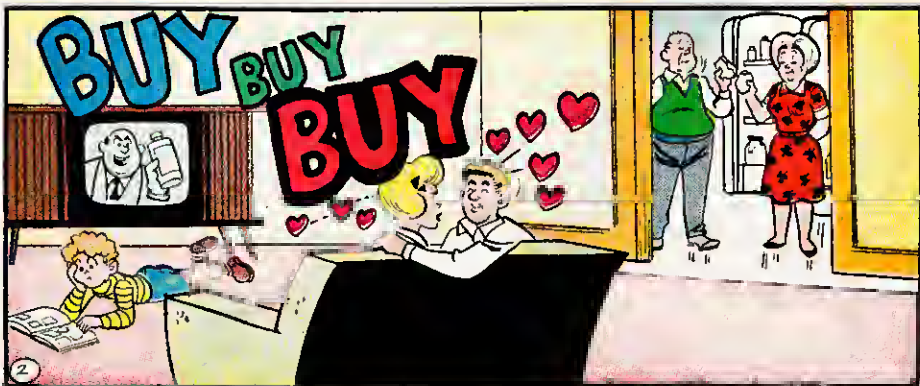
UNDERWATER SHAVING COMMERCIALS



GROUP COMPARISON TESTS



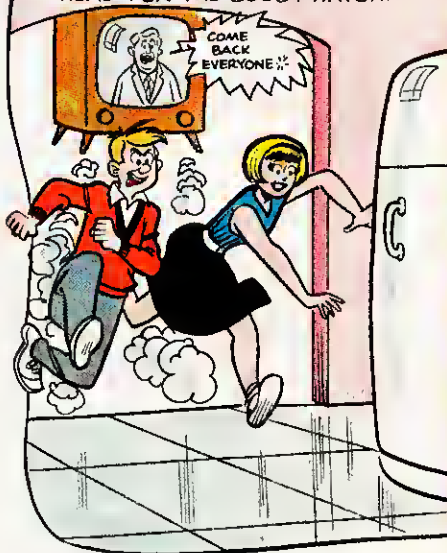
...ON SECOND THOUGHT, MAYBE THE **OLD WAY** OF WATCHING
TV COMMERCIALS WAS THE **BEST WAY!**



TV COMMERCIALS OF THE FUTURE

TV SPONSORS PROBLEM

WHenever a TV commercial comes on, everybody heads for the refrigerator. As a result, TV sponsors have to head for the booby hatch.

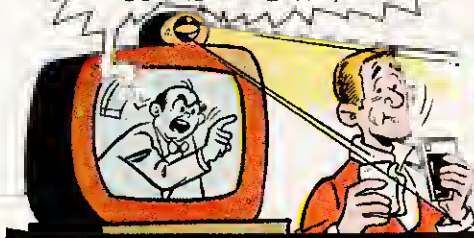


MAD HOUSE predicts that sponsors will try to solve this problem with the following solutions -



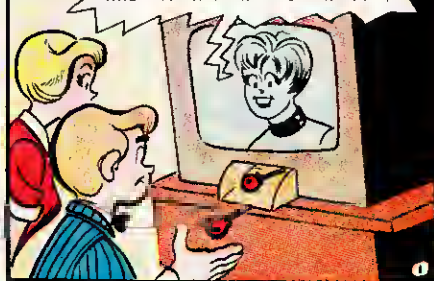
TWO-WAY TV SETS THAT CAN SEE WHAT YOU'RE DOING...

NO FAIR! YOU DIDN'T WATCH THE LAST COMMERCIAL SO WE'RE NOT GOING TO SHOW YOU THE PROGRAM!



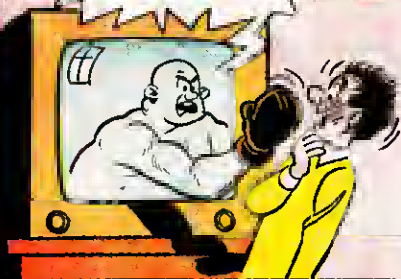
TV SETS THAT GIVE PREMIUMS IF YOU WATCH THE COMMERCIALS...

A FREE LOLLIPOP TO EVERYONE WHO WATCHED THAT COMMERCIAL!



3D TOUCHAVISION COMMERCIALS

BETTER BUY A BOX
OF BOPSIES RIGHT
NOW OR ELSE!



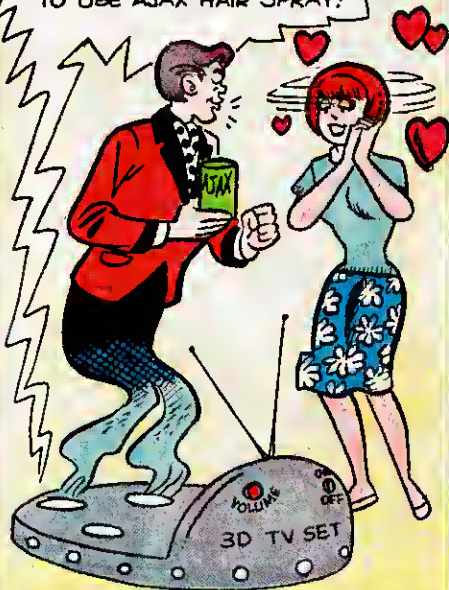
EVEN SMELLIVISION COMMERCIALS

JUST SMELL THE
FRAGRANCE OF THAT
COFFEE!

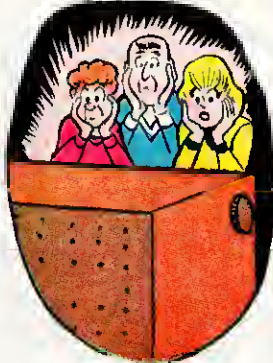


...AND THE ULTIMATE 3-D SMOOCH-A-VISION COMMERCIALS

YES, GIRLS WE'LL LET YOU
KISS TROY DOUGHNUT,
THE ACTOR, IF YOU PROMISE
TO USE AJAX HAIR SPRAY!



MAD HOUSE PREDICTS
EVENTUALLY
COMMERCIALS WILL
BECOME SO
INTERESTING THAT
NOBODY WILL WANT
TO MISS THEM!



...INSTEAD EVERYBODY WILL TAKE THEIR
BREAK DURING THE PROGRAM—

I GOT ALL MY SURGICAL
EXPERIENCE IN MEDICAL
SCHOOL. I CUT CLASSES!



**THE FAWSEPS
SCHOOL
FOR
TV NURSES**

**NO! NO! NURSE
JOHNSON, THAT'S
NOT THE WAY TO
TAKE A PATIENT'S
TEMPERATURE!**

**BUT WHAT
DID I
DO WRONG?**

**YOU FORGOT
TO GET
THE BEST
CAMERA
ANGLE FOR
YOURSELF!**

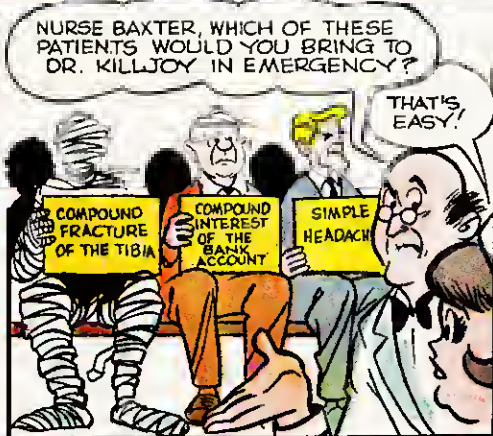


**IF YOU STUDENT TV NURSES
EXPECT TO WORK ALONGSIDE
THE TOP VIDEO DOCTORS
YOU'VE GOT TO PAY
ATTENTION!**



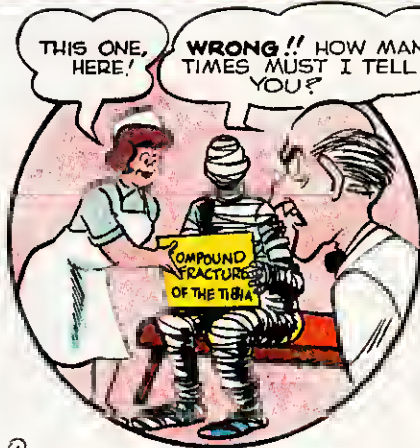
**NURSE BAXTER, WHICH OF THESE
PATIENTS WOULD YOU BRING TO
DR. KILLJOY IN EMERGENCY?**

**THAT'S
EASY!**

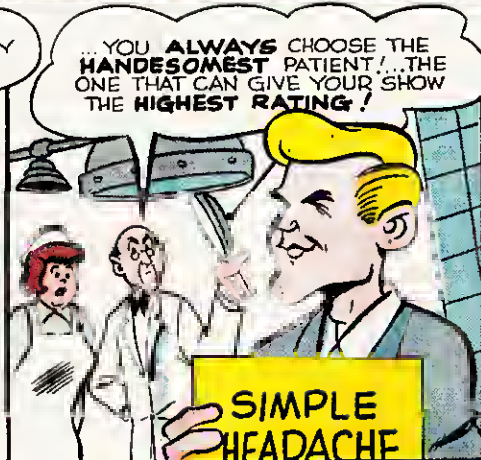


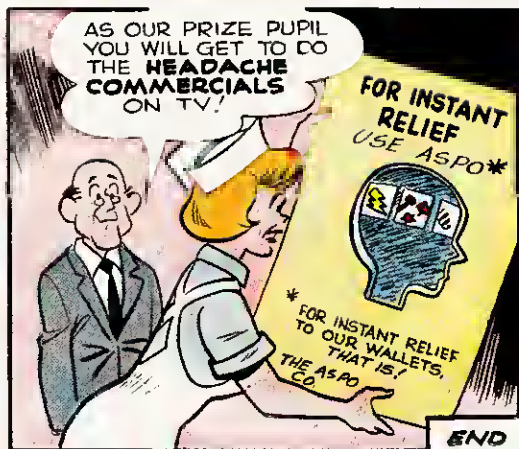
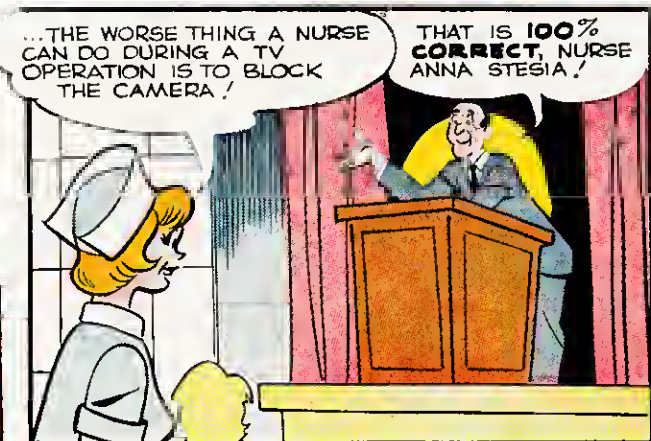
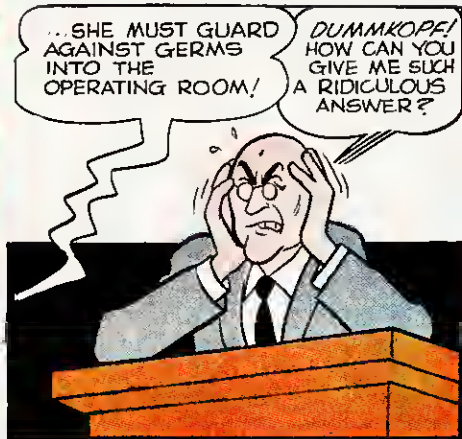
**THIS ONE,
HERE!**

**WRONG!! HOW MANY
TIMES MUST I TELL
YOU?**



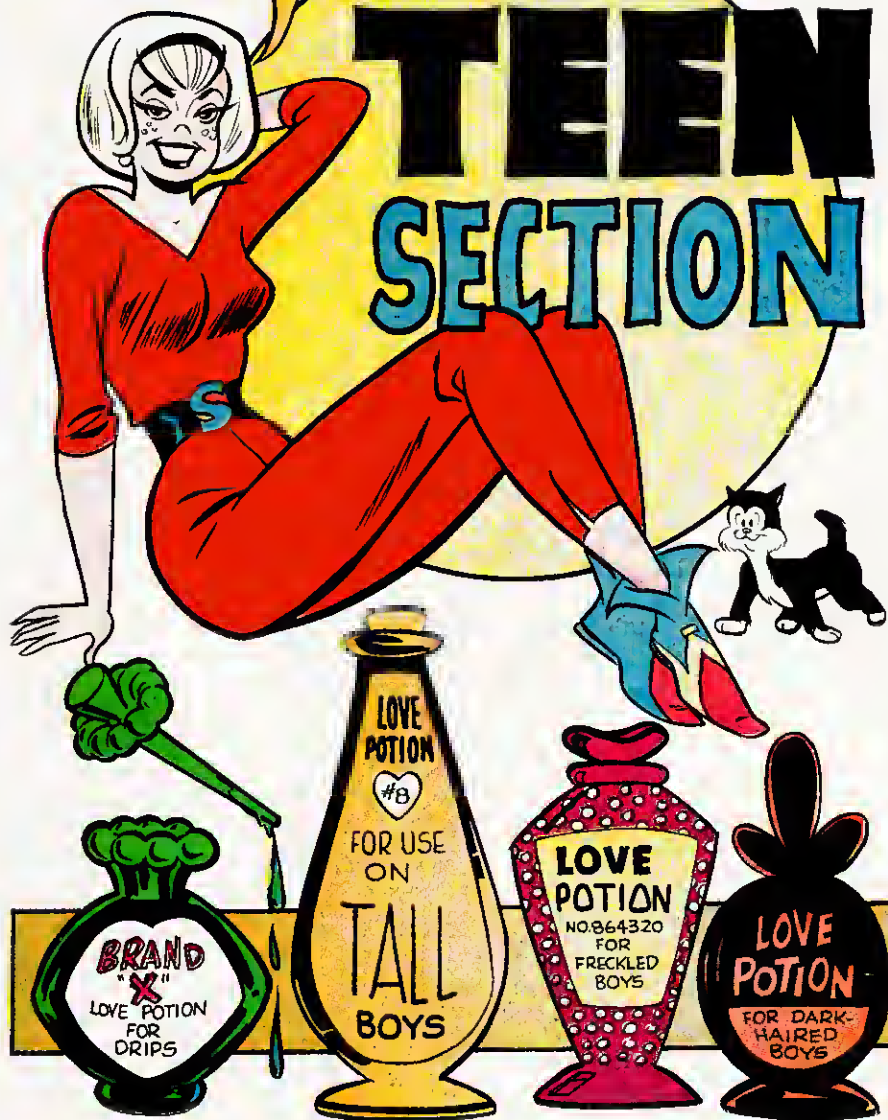
**... YOU ALWAYS CHOOSE THE
HANDSOMEST PATIENT! ... THE
ONE THAT CAN GIVE YOUR SHOW
THE HIGHEST RATING!**





THIS IS **SABRINA**,
YOUR **HEXPERT** TEEN SORCERESS,
INTRODUCING THE
FABULOUSLY **HEXCITING**...

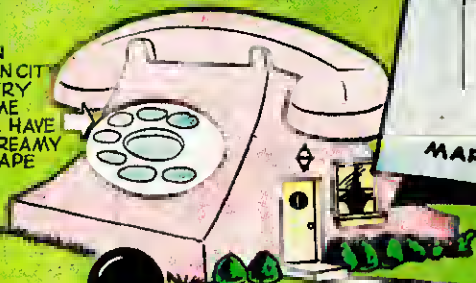
TEEN SECTION



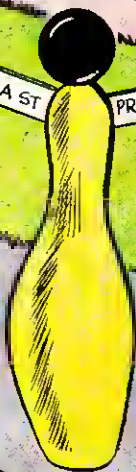
THERE ARE CITIES WHERE ONLY
SCIENTISTS LIVE. THERE ARE
RETIREMENT CITIES WHERE ONLY
OLD PEOPLE LIVE. MAD HOUSE
BRINGS YOU THE FIRST CITY
JUST FOR TEENS—

TEEN CITY

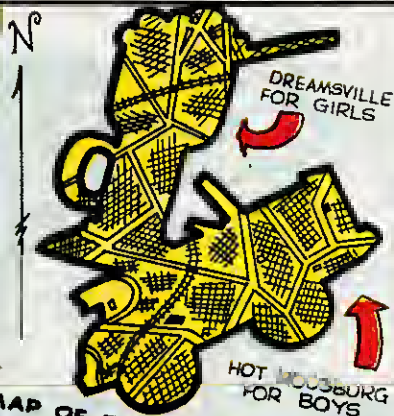
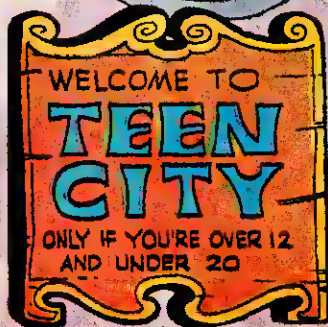
IN
TEEN CITY
EVERY
HOME
WILL HAVE
A DREAMY
SHAPE



PIZZA ST PRESLEY AVE



SODAMAT AND
POPCORN MACHINE
ON EVERY CORNER



MAP OF TEEN CITY

DREAMVILLE
FOR GIRLS

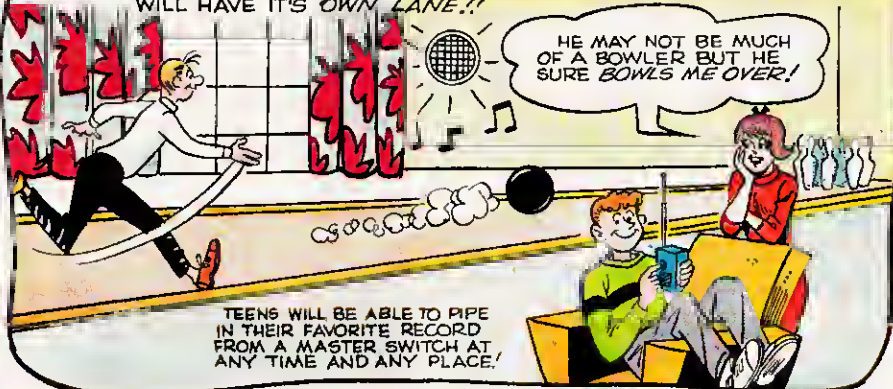
HOT HOUSBURG
FOR BOYS

ELECTRIC
EYE

AUTOMATED
TRASH CANS
WILL PICK UP
TRASH BY
THEMSELVES

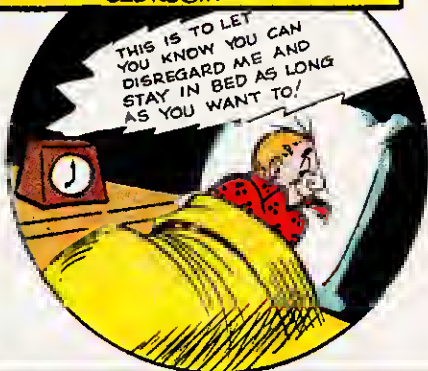


THERE WILL BE NO BOWLING ALLEY IN TEEN CITY...BECAUSE EVERY HOME WILL HAVE ITS OWN LANE!!



TEENS WILL BE ABLE TO PIPE IN THEIR FAVORITE RECORD FROM A MASTER SWITCH AT ANY TIME AND ANY PLACE.

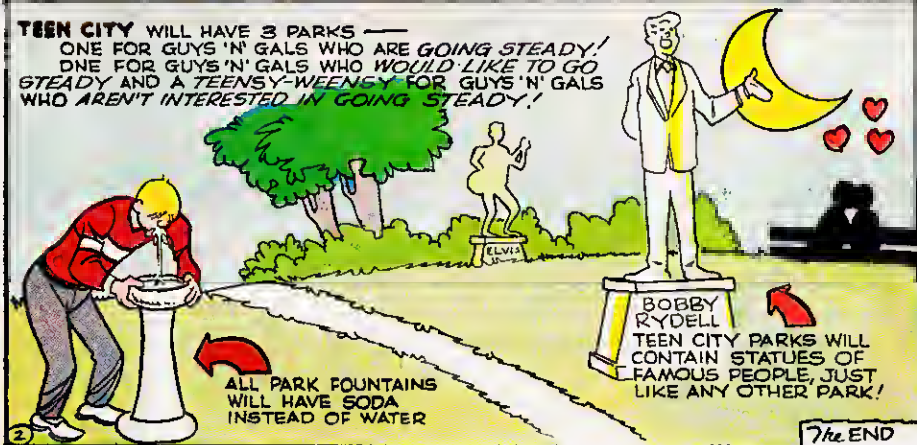
AT 8:00 AM SHARP A TALKING ALARM WILL GO OFF IN EVERY BEDROOM



THERE WILL BE 30 MINUTES OF SCHOOL EVERYDAY...



TEEN CITY WILL HAVE 3 PARKS —
ONE FOR GUYS 'N' GALS WHO ARE GOING STEADY!
ONE FOR GUYS 'N' GALS WHO WOULD LIKE TO GO STEADY AND A TEENSY-WEENSY FOR GUYS 'N' GALS WHO AREN'T INTERESTED IN GOING STEADY!



The END

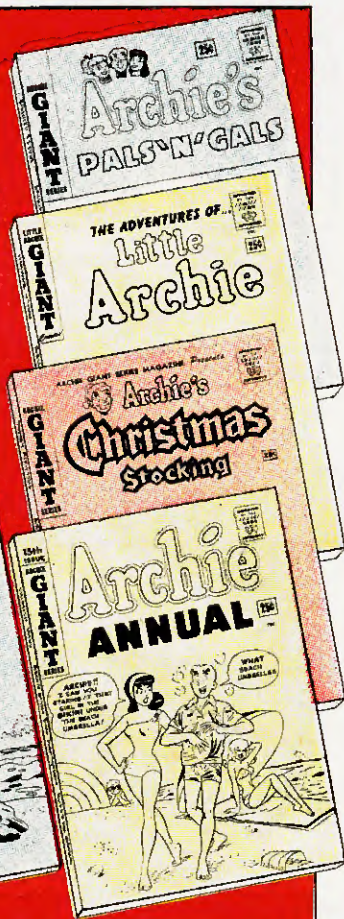
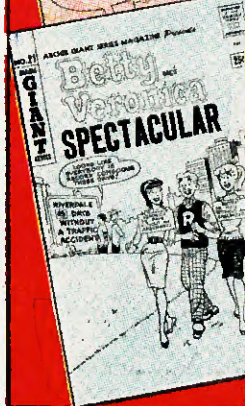
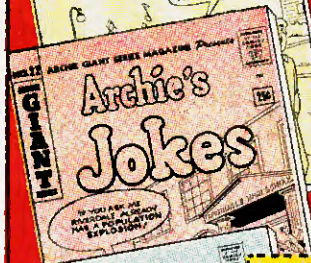
ARCHIE GIANT SERIES
COMICS HAVE

MORE

OF WHAT YOU BUY A
COMIC MAGAZINE FOR!

LAUGHS

USE THE COUPON TO HAVE
YOUR FAVORITES MAILED TO
YOU AS SOON AS THEY ARE
OFF THE PRESSES!



ARCHIE QUARTER COMICS, 241 CHURCH ST., NEW YORK 13, N.Y.
PLEASE SEND THE FOLLOWING **GIANT COMICS**. I ENCLOSE
25¢ IN COIN (35¢ IN CANADA) FOR EACH TITLE CHECKED BELOW:

- | | |
|---------------------------------------------------|-------------------------------------------------------------|
| <input type="checkbox"/> ARCHIE ANNUAL #15 | <input type="checkbox"/> ARCHIE'S PALS 'N' GALS #26 |
| <input type="checkbox"/> ARCHIE'S JOKES #22 | <input type="checkbox"/> ARCHIE'S CHRISTMAS STOCKING #20 |
| <input type="checkbox"/> LITTLE ARCHIE #29 | <input type="checkbox"/> BETTY AND VERONICA SPECTACULAR #21 |
| <input type="checkbox"/> THE WORLD OF JUGHEAD #24 | <input type="checkbox"/> BETTY AND VERONICA SUMMER FUN #23 |

NAME _____ AGE _____
(PLEASE PRINT)

ADDRESS _____

CITY _____ STATE _____

DEPT. B

HILLBILLY ADS

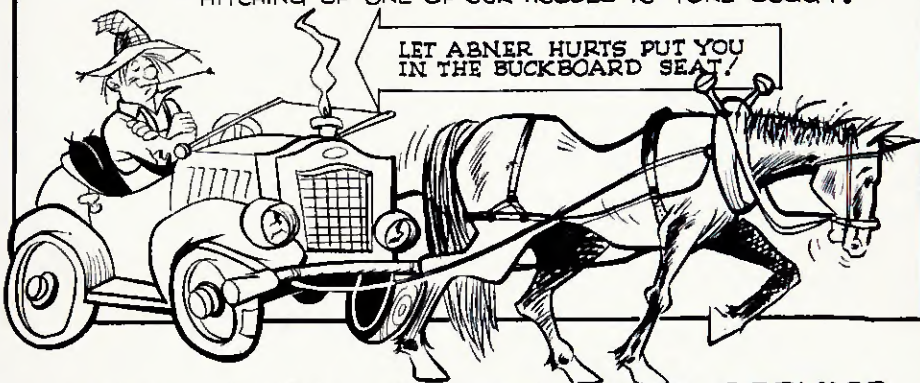
LEM IS YOU
STILL USING
THAT GREASY
KID STUFF ON
YORE
BEARD!



IT'S WHUT'S UP FRONT THAT COUNTS!

YOU NEVER KIN TELL WHEN YORE
MODEL 'T' IS GONNA BREAK DOWN...

SO DON'T BE HALF-SAFE GET FULL PROTECTION BY
HITCHING UP ONE OF OUR HOSSES TO YORE BUGGY!



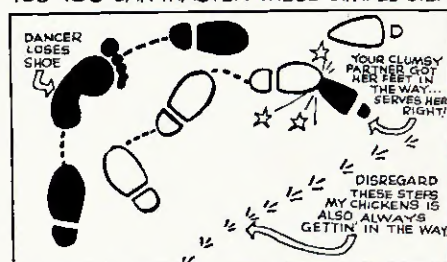
ABNER HURTS RENT-A-HAG SERVICE

HERE'S YOUR CHANCE
TO JINE IN ALL THE
BIG SOSHUL EVENTS
OF HILLBILLY SOCIETY!



IF YO' ALL KIN WALK - WE'LL LARN YO' HOW TO DANCE!

YOU TOO CAN MASTER THESE SIMPLE STEPS



LARN THE TURKEY TROT AND
BARNYARD SHUFFLE AND ALL
THEM OTHER FANCY NEW DANCES
THE YANKEE SOLJURS INTRODUCED
DURING THE CIVIL WAR!

FARMER BROWN DANCE SCHOOL 'N' CHICKEN FARM

DIG THIS CRAZY OFFER!

WE'LL SEND YOU
A **FREE** COPY OF
ARCHIE'S PALS 'N' GALS
WITH EVERY ONE YEAR
SUBSCRIPTION!

YOU GET FOUR
GIANT SIZE COMICS
PLUS A BIG BONUS
ISSUE ABSOLUTELY
**FREE!...IT'S A
STEAL!**

LIKE FINDING
A QUARTER!
...AND WHO CAN'T
USE AN EXTRA
TWO BITS?

SO GET WITH IT!
FILL OUT THE COUPON!
THIS OFFER IS LIMITED AND
WE DON'T WANT YOU TO MISS
OUT ON OUR GIFT TO YOU!
DON'T DELAY!...ACT **NOW!**

SEND TO ARCHIE'S PALS 'N' GALS 5 FOR 4
ROOM 603, 241 CHURCH ST.
NEW YORK 13, N.Y.

ENCLOSED PLEASE FIND ONE DOLLAR
(\$1.50 IN CANADA) FOR THE NEXT FOUR
ISSUES OF ARCHIE'S PALS 'N' GALS
PLUS A FREE BONUS ISSUE!

NAME _____
(PLEASE PRINT)

AGE _____

ADDRESS _____

CITY _____

STATE _____

**BUY 4!
GET
5!**



some scanner known as irving